

CONTRACT

WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

And:

Innovative Advertising
403 N. Columbia St.
Covington, LA 70433

Revision
Add \$52,215 gross

<u>Contract / Revision</u> 119837 /		<u>Alt Order #</u>
<u>Product</u> Neal Hunt for State Senate		
<u>Contract Dates</u> 10/25/12 - 11/06/12		<u>Estimate #</u> 1033
<u>Advertiser</u> Neal Hunt - NC Senate		<u>Original Date / Revision</u> 10/24/12 10/29/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WRAL	<u>Account Executive</u> Cheryl Blair	<u>Sales Office</u> Washington Tel
<u>Special Handling</u> CIA - Mark PAID		
<u>Demographic</u> Adults 25-54		
		<u>Total Ratings</u> 518.90
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WRAL	10/25/12	11/06/12	WRAL 5:30AM News	530-6a		:30				NM	9	\$13,500.00
		CLASS 1 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/22/12	10/28/12	---TF--				2	\$1,500.00	3.20			
		Week: 10/29/12	11/04/12	MTWTF--				5	\$1,500.00	3.20			
		Week: 11/05/12	11/11/12	MT-----				2	\$1,500.00	3.20			
N 2	WRAL	10/25/12	11/06/12	WRAL 4:30am News	4:30a - 5am		:30				NM	9	\$2,025.00
		CLASS 1 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/22/12	10/28/12	---TF--				2	\$225.00	0.60			
		Week: 10/29/12	11/04/12	MTWTF--				5	\$225.00	0.60			
		Week: 11/05/12	11/11/12	MT-----				2	\$225.00	0.60			
N 3	WRAL	10/25/12	11/06/12	Noon News	12p-1p		:30				NM	8	\$6,400.00
		CLASS 2 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/22/12	10/28/12	---TF--				2	\$800.00	4.90			
		Week: 10/29/12	11/04/12	MTWTF--				5	\$800.00	4.90			
		Week: 11/05/12	11/11/12	MT-----				1	\$800.00	4.90			
N 4	WRAL	10/25/12	11/06/12	Young and the Restless	4-5p		:30				NM	8	\$12,800.00
		CLASS 2 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/22/12	10/28/12	---TF--				2	\$1,600.00	7.10			
		Week: 10/29/12	11/04/12	MTWTF--				5	\$1,600.00	7.10			
		Week: 11/05/12	11/11/12	MT-----				1	\$1,600.00	7.10			
N 5	WRAL	10/25/12	11/04/12	NFL Football (Early)	1p - 4:30p		:30				NM	2	\$3,560.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S				1	\$1,780.00	28.50			
		Week: 10/29/12	11/04/12	-----S				1	\$1,780.00	28.50			
N 6	WRAL	10/25/12	11/06/12	WRAL 5am News	5am - 5:30a		:30				NM	8	\$3,200.00
		CLASS 3 CANDIDATE R9.26											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

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<u>Contract / Revision</u>		<u>Alt Order #</u>
119837 /		
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/25/12 - 11/06/12	Neal Hunt for State Sena	1033
<u>Advertiser</u>		<u>Original Date / Revision</u>
Neal Hunt - NC Senate		10/24/12 / 10/29/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---TF-- 2 \$400.00 2.60 Week: 10/29/12 11/04/12 MTWTF-- 4 \$400.00 2.60 Week: 11/05/12 11/11/12 MT----- 2 \$400.00 2.60													
N 7	WRAL	10/25/12	11/06/12	WRAL AM News	6-7a		:30				NM	8	\$7,200.00
CLASS 3 CANDIDATE R9.26													
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---TF-- 2 \$900.00 4.90 Week: 10/29/12 11/04/12 -TWTF-- 4 \$900.00 4.90 Week: 11/05/12 11/11/12 MT----- 2 \$900.00 4.90													
N 8	WRAL	10/25/12	11/06/12	5:00 First News	5-530p		:30				NM	7	\$12,460.00
CLASS 3 CANDIDATE R9.26													
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---TF-- 2 \$1,780.00 8.30 Week: 10/29/12 11/04/12 MTWTF-- 4 \$1,780.00 8.30 Week: 11/05/12 11/11/12 MT----- 1 \$1,780.00 8.30													
N 9	WRAL	10/25/12	11/06/12	5:30 News	530-6p		:30				NM	7	\$12,460.00
CLASS 3 CANDIDATE R9.26													
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---TF-- 2 \$1,780.00 8.40 Week: 10/29/12 11/04/12 -TWTF-- 4 \$1,780.00 8.40 Week: 11/05/12 11/11/12 MT----- 1 \$1,780.00 8.40													
N 10	WRAL	10/25/12	11/06/12	6pm News (M-F)	6-630p		:30				NM	7	\$15,575.00
CLASS 3 CANDIDATE R9.26													
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---TF-- 2 \$2,225.00 10.30 Week: 10/29/12 11/04/12 MTWTF-- 4 \$2,225.00 10.30 Week: 11/05/12 11/11/12 MT----- 1 \$2,225.00 10.30													
N 11	WRAL	10/25/12	11/03/12	WRAL 6a News Sat	6-8a		:30				NM	2	\$300.00
CLASS 4 CANDIDATE R9.26													
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$150.00 3.30 Week: 10/29/12 11/04/12 -----S- 1 \$150.00 3.30													
N 12	WRAL	10/27/12	10/27/12	On The Record 730-8p	730-8p		:30				NM	1	\$265.00
CLASS 3 CANDIDATE R9.26													
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$265.00 2.20													
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WRAL 10/22/12-10/28/12 On The Record 730-8p 730-8p -----Sa-- :30 \$265.00 2.20 NM See MG 12.2 2 WRAL 11/03/12-11/03/12 On The Record 730-8p 730-8p -----Sa-- :30 \$265.00 2.20 NM Ⓜ MG for 12.1 10/27 mg, CLASS 3 CANDIDATE R9.26													
N 13	WRAL	10/27/12	11/04/12	CBS Sunday Morning	9-1030a		:30				NM	1	\$735.00
CLASS 2 CANDIDATE R9.26													
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$735.00 4.40													
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WRAL 10/22/12-10/28/12 CBS Sunday Morning 9-1030a -----Su :30 \$735.00 4.40 NM Credited Week: 10/29/12 11/04/12 -----S 1 \$735.00 4.40													

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<u>Contract / Revision</u> 119837 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/25/12 - 11/06/12	<u>Product</u> Neal Hunt for State Sena	<u>Estimate #</u> 1033
<u>Advertiser</u> Neal Hunt - NC Senate		<u>Original Date / Revision</u> 10/24/12 / 10/29/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 14	WRAL	10/30/12	11/06/12	Late News	11-1135p		:30				NM	5	\$16,675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTFSS				4	\$3,335.00	4.20			
		Week: 11/05/12	11/11/12	M-----				1	\$3,335.00	4.20			
N 15	WRAL	10/30/12	11/06/12	Inside Edition	7-730P		:30				NM	5	\$7,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--				4	\$1,465.00	5.30			
		Week: 11/05/12	11/11/12	M-----				1	\$1,465.00	5.30			
N 16	WRAL	11/05/12	11/05/12	Mon Hour 3	10-11p		:30				NM	1	\$4,665.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----				1	\$4,665.00	8.70			
N 17	WRAL	11/05/12	11/05/12	Mon Hour 2	9-10p		:30				NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----				1	\$5,000.00	0.00			
N 18	WRAL	11/01/12	11/01/12	Thu Hour 3	10-11p		:30				NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---				1	\$5,000.00	10.10			
N 19	WRAL	10/31/12	10/31/12	Wed Hour 1	8-9p		:30				NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----				1	\$1,100.00	0.00			
N 20	WRAL	11/03/12	11/03/12	WRAL News Sat. 9a-9:30a	9:00a - 9:30a		:30				NM	1	\$665.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-				1	\$665.00	3.20			
N 21	WRAL	11/05/12	11/06/12	Noon News	12p-1p		:30				NM	1	\$535.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----				1	\$535.00	0.00			
N 22	WRAL	11/02/12	11/02/12	Letterman Friday	1205x-107x		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--				1	\$250.00	0.00			
Totals												94	\$131,695.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	20	\$24,350.00	\$20,697.50
10/29/12 - 11/06/12	74	\$107,345.00	\$91,243.25
Totals	94	\$131,695.00	\$111,940.75

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<u>Advertiser</u> Neal Hunt - NC Senate		<u>Original Date / Revision</u> 10/24/12 / 10/29/12

Signature: _____ **Date:** _____

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